

DRAFT

October 10, 1994

Ms. Randi Nathanson  
Hadley Group  
375 Hudson St.  
New York, NY 10014

RE: Parliament Paradise Contest Keying Instructions

Dear Randi:

This provides keying instructions for the Parliament Direct #5 Paradise Contest.

Program Background

Key details about the program are as follows:

- Program Number: 94535
- Phase: A
- Drop Date: 11/3
- Audience Size: 210,000
- Estimated Total Contest Response: 2,000 - 3,000

Keying Instructions

Paradise Contest keying instructions and a copy of the entry form are attached.

Note that respondents are being asked to remove the label containing the OCR, name and address and place it on the order form. Instructions regarding the keying of this information are as follows:

1. If the label is on the entry form and unchanged, key the OCR code only. The responder's name and address do not need to be keyed.
2. If the label has an address change, please key the OCR code, previous address, and current address. The name does not need to be keyed.
3. If there is both a new name and new address on the label, please key the OCR code, new name, previous address, and current address.
4. If there is a new name but the same address, please key in the OCR code, the new name, and the address.
5. If there is no pre addressed label attached, please key in the title, name, address and telephone number.

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**Contest Eligibility**

The Paradise Contest rules are attached. Please note that the following key qualifications must be met:

- The responder must be a smoker 21 years of age or older (as of 10/15/94) and a U.S. resident. Date of birth must always be keyed.
- The responder must sign the entry form. Signature present flag must always be keyed.
- All entries must be received by March 31, 1995 in order for the responder to be eligible.
- With the exception of residents of Vermont and Maryland, all responders must include one Parliament UPC as proof of purchase (see #3 on order form).
- Consumers requesting additional Official Entry forms (P.O. Box 54) must be sent a certification form which will be provided to you by Philip Morris. After the consumer has returned the certification form with his/her signature and date of birth, you may send out four entry forms (one for each destination) for the contest.

*is we need  
to do this?*

**Contest Judging**

The word essay (number 1 on entry form) and destination choice (#2) will not be keyed.

Per the rules, essays are to judged by The Independent Judging Organization on the following criteria: appropriateness of essay to the Claire and Philippe romance saga and the Parliament Brand image (1-50 points); originality (1-40 points) and neatness (1-10 points). In the event of a tie, the essay with the highest score for appropriateness will win. In the event of a second tie, the tying contestants will be required to submit a second essay, which will be judged based on the same criteria as the original entry.

The winning essay responder will receive a week for two trip to the destination choice selected on their Entry Form.

**Other Instructions**

All white mail should be handled according to the white mail procedures outlined in Chapter 10 of the Philip Morris Supplier Procedures Manual.

Any Parliament Romantic Gifts orders mistakenly sent to Hadley should be forwarded on a weekly basis to Parliament Lights Free Gifts Offer, P.O. Box 8061, Dover, DE 19905-8061.

*No!  
talked  
to C. Murphy  
No need  
to send  
certification  
letters*

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Next Steps

Please send a column-ruled tape dump of 25 records to my attention when you begin to key this program. Once I have approved the tape dump you will be instructed to forward tapes to the Philip Morris database.

If you have any questions please call me at (312) 220-5420.

Sincerely,  
LEO BURNETT U.S.A.

Thomas F. Claggett

Attach

cc: Erna Marini, Shelby Town-Rafferty - PM/NY  
Russell Weiner - K&D  
Jackie Callery - LBCo.

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